



# 2011 Applicant Survey Summary Report

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**Personnel Department**

**David L. Stewart, Director**

During the month of March 2011 the Personnel Department conducted an applicant survey to solicit feedback on the City's employment application process. The City switched from an internally developed system to the NEOGOV Insight employment system in May 2010. Individuals who submitted an application for employment with the City after June 2010 were invited via e-mail to participate in the survey. Additionally a link to participate in the survey was published on the Career Opportunities, Opportunities for Advancement and Job Opportunities web pages.

## **Participants**

Total participants in the applicant survey were 549. The majority of respondents (81%) identified themselves as not currently working for the City (17% current City employees; 2% recently laid off from City).

## **Findings**

Over two-thirds of applicants reported that it took less than 15 minutes to create an employment account and found the site easy to use – meeting a major objective of the replacement project. The common complaint regarding the old online system was that it was difficult to navigate and required over half an hour to complete the application process. It was a common held belief that the old online application system was a barrier to employment. Survey results confirm the experience of the City's Human Resource community that the NEOGOV system and an electronic application process is not a significant barrier to City employment.

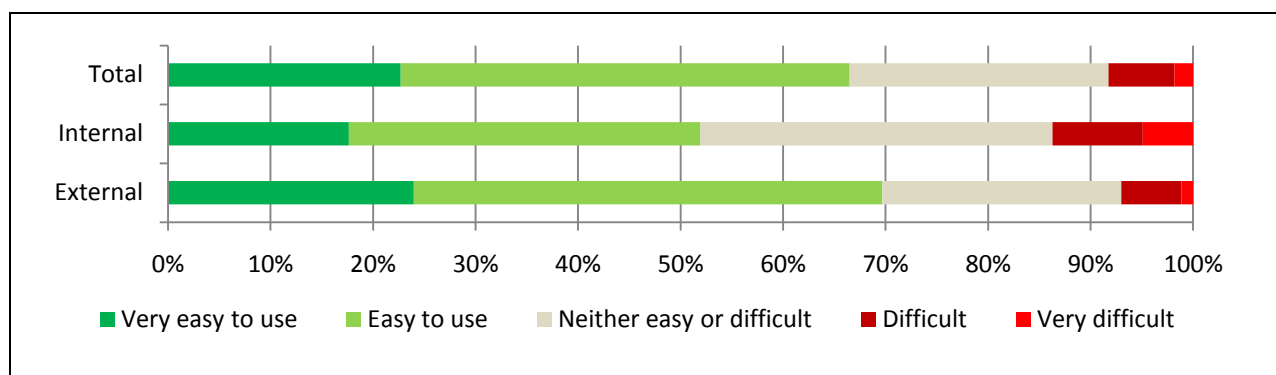
The major source of dissatisfaction for job seekers is the lack of communication - regarding their own status in the recruitment process as well as notification as to when a position has been filled or cancelled. Human Resource users of NEOGOV are inconsistent in the use of the system's notification functionality and the updating of an applicant's disposition (i.e. updating applicant status). Significant improvement could be made in applicant satisfaction by adopting, and adhering to, a city-wide standard for applicant disposition and notification.

## Questions

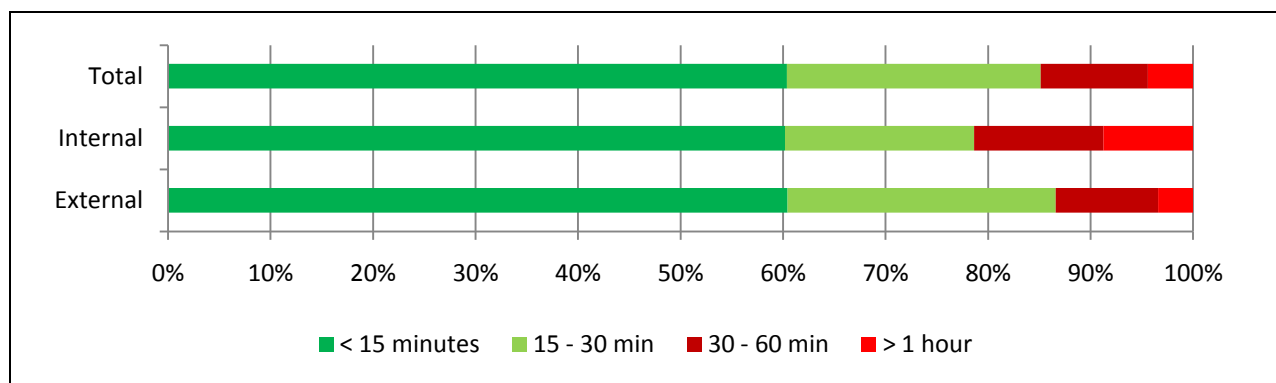
1. Please select the option below that best describes you.
2. Were you able to create an account in fifteen minutes or less?
3. How long did it take you to create an account?
4. Please select the statement below that you most agree with: This site is ...
5. Please select the statement below that you most agree with: Searching and apply for jobs on this site ...
6. Please rate your level of satisfaction with various aspects of using this site. Select “N/A” if you have not used this feature.
  - Overall appearance (layout, images, colors, etc.)
  - Finding information and tools
  - Searching for jobs
  - Creating an account
  - Logging in
  - Signing up to receive job alerts
  - Applying for a job
  - Using the tips and resource materials
  - ‘How to Apply’ Video
  - Overall satisfaction
7. If you used the [seattle.gov/jobs](http://seattle.gov/jobs) site prior to May 2010, please tell us how your experience with the new site compares with the old site.
8. If you contacted the Job Information Center in the Personnel Department by phone, e-mail, or in-person, please rate your experience:
  - You received professional and courteous service
  - Staff were knowledgeable and able to answer your questions
  - You received a timely response to your call or e-mail.
9. Please rate your level of satisfaction with information available in your Application Account:
  - Editing existing application
  - Clarity of application status messages
  - Timeliness of application status message
  - Accuracy of using self-schedule
10. Please rate your level of satisfaction with the quality of information presented in our job postings.
  - Meaningful job title
  - Clarity of position description
  - Understandable required qualifications
  - Useful information
11. Is there anything else you’d like to tell us about your experience using our job site?
12. In case we would like to follow up with you on your comments, please provide your name and contact information below. This information is optional.

## Results

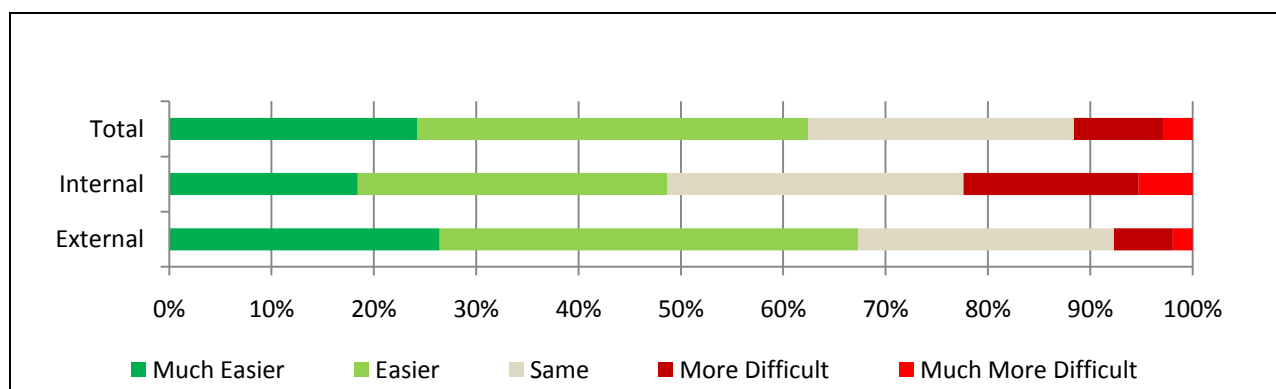
Applicants indicated overall satisfaction with the application system and employment website. Internal applicants reported the lowest satisfaction. Based on the verbatim comments internal applicants were more apt to voice dissatisfaction with the amount and quality of communication regarding the status of their application as opposed to the process of applying.



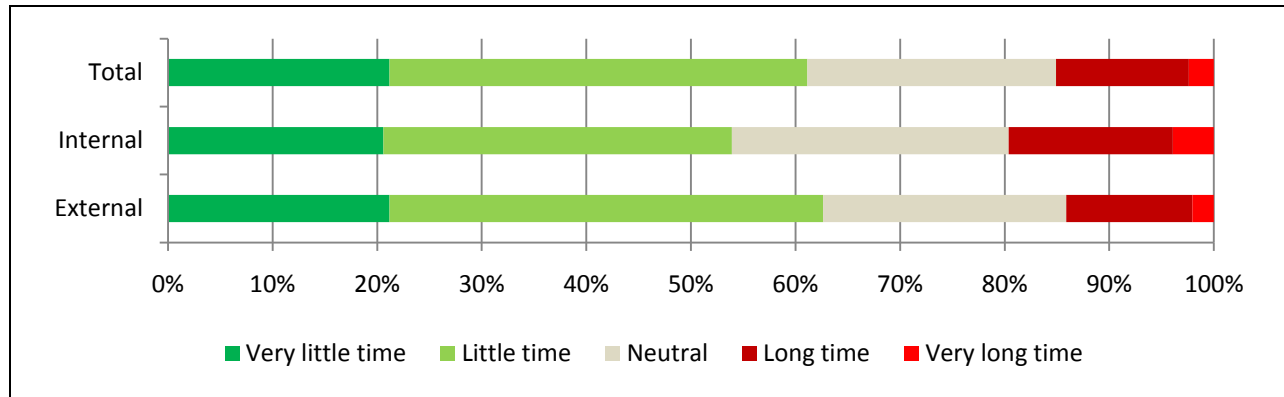
The majority of applicants were able to set up an applicant account in less than 30 minutes.



Of the applicants who indicated that they had used the [seattle.gov/jobs](http://seattle.gov/jobs) site prior to May 2010 the majority indicated that the new site was easier to use compared to the old site.



Nearly two-thirds of applicants indicated that searching and applying for jobs took “little time.” All surveyed applicants had to establish both a new applicant account as well as complete the job application process which may have lengthened the time to apply. Once an applicant account is established the information stored in the account maybe used again to apply for other positions.



Applicants were asked to rate their level of satisfaction with various aspects of using the employment site. The majority of applicants indicated that they were ‘very satisfied’ or ‘satisfied.’

	Very Satisfied	Satisfied	Neither Satisfied nor Unsatisfied	Unsatisfied	Very unsatisfied	N/A
<b>Overall appearance (layout, images, colors, etc.)</b>	17.9%	54.5%	19.6%	5.6%	1.6%	0.8%
<b>Finding information and tools</b>	15.4%	52.1%	19.5%	9.4%	2.5%	1.0%
<b>Searching for jobs</b>	26.9%	48.0%	15.8%	6.4%	1.6%	1.4%
<b>Creating an account</b>	21.1%	52.2%	16.4%	6.9%	3.2%	0.2%
<b>Logging in</b>	25.8%	52.1%	14.0%	5.1%	2.4%	0.6%
<b>Signing up to receive job alerts</b>	16.7%	32.8%	19.9%	4.8%	3.0%	22.9%
<b>Applying for a job</b>	18.8%	47.8%	18.2%	9.4%	4.5%	1.2%
<b>Using the tips and resource materials</b>	10.2%	30.9%	24.7%	6.2%	2.0%	25.9%
<b>‘How to Apply’ Video</b>	6.9%	14.7%	20.0%	4.1%	2.0%	52.4%
<b>Overall satisfaction</b>	15.2%	56.2%	17.1%	7.2%	3.9%	0.4%

Overall job seekers were satisfied with the quality of information contained within the City's job postings.

	<b>Very Satisfied</b>	<b>Satisfied</b>	<b>Neither Satisfied nor Unsatisfied</b>	<b>Unsatisfied</b>	<b>Very unsatisfied</b>	<b>N/A</b>
<b>Meaningful job title</b>	22.5%	58.2%	12.2%	3.4%	2.6%	1.1%
<b>Clarity of position description</b>	24.6%	56.5%	12.1%	3.4%	2.5%	0.9%
<b>Understandable required qualifications</b>	24.4%	56.7%	11.4%	4.1%	2.3%	1.1%
<b>Useful information</b>	21.8%	53.6%	15.1%	4.2%	2.5%	2.9%

Communication regarding the status of their application is the area of greatest dissatisfaction for job seekers. While respondents reported some satisfaction with the information available in their application account the overwhelming theme in the comment sections was frustration with the lack of communication regarding individual status and when a position had been filled or cancelled.

	<b>Very Satisfied</b>	<b>Satisfied</b>	<b>Neither Satisfied nor Unsatisfied</b>	<b>Unsatisfied</b>	<b>Very unsatisfied</b>	<b>N/A</b>
<b>Editing existing application</b>	16.0%	50.9%	15.6%	5.6%	3.6%	8.3%
<b>Clarity of application status messages</b>	13.6%	43.9%	18.4%	10.2%	7.0%	6.8%
<b>Timeliness of application status message</b>	14.0%	37.1%	19.7%	11.4%	9.7%	8.1%
<b>Accuracy of using self-schedule</b>	9.8%	25.2%	18.7%	4.4%	3.5%	38.3%

Applicants were asked to rate their level of satisfaction with the Job Information Center. Nearly two-third of the respondents had not utilized the services of the Job Information Center. Of job seekers that used the Job Information Center the majority were 'very satisfied' or 'satisfied' with services received.

	<b>Very Satisfied</b>	<b>Satisfied</b>	<b>Neither Satisfied nor Unsatisfied</b>	<b>Unsatisfied</b>	<b>Very unsatisfied</b>	<b>N/A</b>
<b>You received professional and courteous service</b>	10.0%	16.3%	6.8%	4.8%	2.0%	60.0%
<b>Staff were knowledgeable and able to answer your questions</b>	7.9%	14.1%	8.8%	4.9%	1.8%	62.5%
<b>You received a timely response to your call or e-mail.</b>	9.0%	13.8%	6.9%	6.5%	4.5%	59.3%